Proposed Winter Garden Hotel

LAND AT ADELAIDE STREET, ALFRED STREET AND LEOPOLD GROVE, BLACKPOOL

DEVELOPMENT OVERVIEW

A rectangular development site situated in a prominent location in Blackpool town centre and adjacent to one of Blackpool’s most iconic landmarks, the Grade II* listed Winter Gardens entertainment complex.

The site comprises a surface level, public car park adjacent to a 25,000 sq ft conference centre under construction due for completion in late 2019.

The site benefits from outline planning permission (planning ref: 18/0159) for the erection of a five storey building comprising a 203 key hotel with gym/spa, restaurant, café/bar facilities and a lower ground car park.

Proposed scheme includes a second floor link access into the Winter Gardens Conference and Event Centre.

Total proposed GIA of the building is 10,621 sq m (114,323 sq ft) plus 2,416 sq m (26,006 sq ft) car park.

The site is held freehold with vacant possession.
LOCATION
Blackpool is one of Britain’s oldest and most famous seaside resorts attracting millions of visitors each year. It’s famous attractions include Blackpool Tower, Blackpool Pleasure Beach and Blackpool Illuminations. Lytham St Annes is located approximately six miles to the south of the site and provides the opportunity to play the world famous Royal Lytham & St Annes Golf Course.

Good road connectivity in and around Blackpool makes the site easily accessible. The site is located approximately 4 miles from the M55 which links to the M6 to the east. The site is 37 miles south-west of the Forest of Bowland, 18 miles west of Preston and 38 miles south-west of Lancaster. Manchester Airport is the closest international airport, located approximately 58 miles from the site. The nearest train station is Blackpool North which is located approximately 2 miles away.

SITUATION
The site is bounded by Leopold Grove in the west, Alfred Street in the east and Adelaide Street to the south. The site is located in a prime location within close proximity to the town centre, adjacent to the Winter Gardens and approximately 250 metres from the seafront. The surrounding area is mixed use, comprising residential properties, hotels and guest houses.

The council have shown their commitment to restoring the town to an exciting and popular seaside resort through its £100m regeneration project. The 3 year plan included a £23m Tram extension from the Promenade to Blackpool North, a £26m investment in a new State of the Art Conference Centre, upon the Winter Gardens with secure access via proposed 2nd floor link to the Hotel. Events at the Winter Gardens attracted in excess of more than 1.2m visitors last year, expected to increase upon completion of the Conference Centre, for which bookings have already been confirmed.

Blackpool is heavily investing in its infrastructure to deliver a modern, integrated public transport system which will support the town’s development for years to come. The £18.2 million extension will track from North Pier to Blackpool North Railway Station, travelling along Talbot Road close to the site. Almost 2 million journeys go through Blackpool North train station every year and rail journeys to the resort are growing.

The site is well situated for corporate travellers and leisure tourists, 0.7 miles from the iconic Grade I listed Victorian Blackpool Tower which dates back to 1894, 2.2 miles from Blackpool Pleasure Beach, 2.2 miles from Blackpool Zoo, 1.2 miles from Blackpool Football Club, 6 miles from the world famous Royal Lytham & St Annes Golf Club and 250 metres from the Promenade.
THE SITE
The site is located within the Town Centre Conservation Area, adjacent to one of Blackpool's most important heritage assets and leisure facilities. The previously developed land comprises a surface level car park, following the demolition of 22 terraced buildings.
PROPOSED HOTEL SCHEME
Outline planning permission was granted in June 2018 (ref: 18/0159), to develop the site into a part three / part four / part five storey hotel plus lower ground spa facility and car park. The proposed scheme is based on a three or four star hotel. The scheme also proposes a bridge link between the conference centre and the hotel.

On the lower ground floor, the hotel will benefit from a car park with capacity for up to 62 vehicles and a spa facility with a gym to the northern end of the lower ground.

The main entrance to the hotel is accessed via Adelaide Street. The ground floor comprises a restaurant, lounge area, café and back of house areas such as kitchens and stores.

The upper floors are accessed via a centrally located circulation core which provides both lift and stair access. The schedule of accommodation is broken down below:

<table>
<thead>
<tr>
<th>Floor</th>
<th>Rooms</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st floor</td>
<td>60</td>
</tr>
<tr>
<td>2nd floor</td>
<td>60</td>
</tr>
<tr>
<td>3rd floor</td>
<td>56</td>
</tr>
<tr>
<td>4th floor</td>
<td>18</td>
</tr>
<tr>
<td>Total</td>
<td>194</td>
</tr>
</tbody>
</table>

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BLACKPOOL HOTEL MARKET
For many years, the seaside hotel market has been dominated by independent small hotels, bed and breakfasts and guest houses. However, various regeneration programmes have helped Blackpool shake off its historic legacy and move into the modern budget corporate market.

The site is situated within a popular hotel and guest house destination in the city centre and coupled with limited pipeline and 95% of hotels being unbranded, provides an exciting opportunity for branded hotel chains to deliver high quality accommodation in the town centre, taking advantage of its proximity to the famous Winter Gardens.

THE WINTER GARDENS
Dating back to 1878, the iconic Winter Gardens is a large entertainment complex and boasts twelve venues for shows and events, plus bars, a restaurant and café, located just 250 metres from the sea front. The complex hosts a range of events from business lunches, exhibitions and conferences. It is also home to some of the UK’s most iconic and spectacular spaces, including the Empress Ballroom.

WINTER GARDENS CONFERENCE AND EVENT CENTRE
The brand new, purpose built events venue is the first major building development to happen on the Winter Gardens complex since the construction of the Opera House in 1939. The exhibition space will be located on the first floor and the conference space on the second floor. The £25 million venture, due to open in spring 2020, extends to 2,400 sq. metres and will have capacity for up to 2000 delegates. The Winter Gardens will become a hub of 12 distinct venues, offering circa 4.9 acres of connected conference, meeting, event and exhibition space, creating an overall capacity of 7,000.
TENURE
Offers are sought for the freehold interest

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